

Cancer Information Seeking: Some Top-of-the- Head Observations

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Combining Data Bases

► Kristi Martin

- American Customer Satisfaction Index
- Forrester's Consumer Omnibus Survey

► Jeff Niederdeppe

- Lexis-Nexis AP News Stories

► HINTS III?

Some people don't want information!

- ▶ 45% wanted more information in Steele et al. report
- ▶ Choices are threatening: Just tell me what to do
- ▶ Individual Differences
 - Miller: Monitoring/Blunting
 - Krantz: Preferences for Information ("I'd rather have doctors and nurses make the decisions about what's best than for them to give me a whole lot of choices.")

OnLine is "Where it's At" (or where it *will* be at)

- ▶ 39% of technology experts and scholars surveyed by the Pew Internet and American Life Project agreed that, "In 10 years, the increasing use of online medical resources will substantially improve rising health care costs, poor customer service, the high prevalence of medical mistakes, malpractice concerns, and lack of access to medical care for many Americans."

The Speakers Speak to the Value of the Internet

- ▶ Most commonly cited source of information for cancer survivors (Whitney Steele et al.)
- ▶ Second source of information after health-care provider (Kristi Martin)
- ▶ More than 70% of the next generation of seniors go online compared with a third of seniors 65 and older now (Kaiser)
- ▶ For 50-64 year olds, the Internet is #1 for Information
- ▶ Me and minor surgery complications
- ▶ Information and *Connections* (Breast Cancer Mailing List): Some years ago, 100 met in Chicago for a raucous weekend reunion.

Everyone not equally engaged

- ▶ Linda Squiers et al. discovered that knowledge of information sources depends on who you are. Hard-to-reach more aware of CIS (less likely to use Internet?)
- ▶ Neeraj Arora et al. show that searching for cancer-related information less likely for minorities, persons with lower education, persons with lower income, etc.
- ▶ Good News: Publicity increases information seeking—we just have to reach those people who Jeff Niederdeppe et al. report *not* paying attention to health-related news stories (Kreuter @ St. Louis)

On-line access may not = on-line success

- ▶ Whitney Steele et al. showed that people are frustrated
- ▶ Neeraj Arora et al. showed that people with more positive experiences are less negative about cancer and its prevention
- ▶ Helping people to be successful is crucial.